

**Q: What is a Vehicle Wrap?**

**A:** A wrap is a large vinyl graphic or decal that is applied directly over the original paint of the vehicle. The application of the wrap allows you to change the vehicle's appearance into a powerful advertising tool. The application is so precise it is often mistaken for a custom paint job.

**Q: What is the process of a Vehicle Wraps**

**A:** Vehicle wraps, bus wraps and fleet wraps are comprised of three phases. The first is the design phase, which includes accurate measurements for the vehicle and design of the graphics to be applied. The second is the production phase, where the graphics are printed and laminated to protect the vinyl from abrasions and UV rays that can cause graphics to fade over time. The third phase is installation, when the vinyl is applied to your vehicle.

**Q: What is the difference between a partial wrap and a full wrap?**

**A:** A full wrap covers the entire surface of the vehicle, from the roof to the bumpers. A partial wrap can cover a rear window or three-fourths of the vehicle. You can wrap as much or as little as you need to fit any size budget.

**Q: How long will the wrap stay on my vehicle?**

**A:** Our wraps will normally outlast the vehicle. You can expect your wrap to last 5 years or longer, as long as you're careful about high pressure washing. We recommend replacing your wrap after 5 years for ease of removal.

**Q: Will the wrap damage my paint?**

**A:** No, a car wrap when applied and removed correctly, does not damage your car's OEM paint. In fact, it protects it. However, when a vehicle has been repainted we can not guarantee paint damage will not occur.

**Q: Do I need to bring my vehicle in for measurements?**

**A:** Yes, we like to confirm exact measurements even though our software programs have standard production run cars, trucks & vans dimensions our designers create a graphic specifically for your vehicle. We also take photographs to provide details regarding the condition of the vehicle.

**Q: Do I have to wash my vehicle before installation?**

**A:** Yes. A thorough wash of the vehicle is required prior to delivery to remove dust, mud, wax, oil, armor-all type products, and other agents that may prevent the vinyl from adhering to the vehicle surface during the installation process. Even if you clean the vehicle, your installer will still do some prep work to ensure it is ready for installation of the graphic.

**Q: How long will it take to wrap my vehicle?**

**A:** Our wraps are typically installed in 2-3 days, depending on the size of the vehicle and intricacy of the wrap. Time estimates are given to our customers prior to beginning the installation process. However developing the concept and design does take much more time. Once the design has been approved it can take between 7-14 business days before installation.

**Q: How do I care for my Wrap?**

**A:** Hand washing your vehicle with a mild liquid detergent is best. Avoid high pressure washes, which can potentially lift up the vinyl due to improper use of the water pressure. Also be careful never to use an ice scraper on window graphics. The wrap is an investment to your marketing and advertising strategy and thus it should be protected. There are specially designed products to clean and polish vinyl graphics. Ask us for further details.

**Q: What if the company information on my wrap changes or is damaged, can it be replaced?**

**A:** Yes. Graphics, logos, and phone numbers (or any part of the design) can be changed, reprinted and re-installed. You do not need to redo the entire wrap if the damage is limited to certain areas of the vehicle. We also recommend informing your auto insurance that you have added a wrap to your vehicle. In most cases it can be insured against any damage that may occur.

**Q: Will you wrap a leased vehicle?**

**A:** Yes. Since a wrap can be removed without damaging a vehicle, there are no restrictions against wrapping a leased vehicle. However, you should always obtain permission to wrap a leased or rented vehicle.

**Q: How can I justify the cost of a vehicle wrap?**

**A:** Vehicle advertising has one of the lowest cost-per-impressions of any advertising mediums. In fact, the American Trucking Association estimates an average of 16 million impressions per year just by driving around or parking your vehicle where your vehicle graphics can easily be seen. A single delivery truck with effective graphic design can attract millions of visual impressions a year. That equates to thousands of people focusing their attention on your company. If you are using your vehicle wrap to improve the appearance of your vehicle, digitally printed vehicle wraps simply can't be duplicated. When it is time to sell your vehicle, the paint will be in better shape where the wrap was applied.

**Q: Can a wrap be removed?**

**A:** Yes, the wrap can be removed. However, attempting to remove it yourself may cause damage to your paint. We suggest having Innovative Signs, Inc remove your vehicle wrap as our installation experts are best equipped to do this task.

**Q: Can I see through vinyl on the windows?**

**A:** You can see through window graphics that are printed on perforated window film. Window perforated vinyl is vinyl that is perforated with very small holes which allow you to see out. From inside the vehicle visibility is similar to regular window tint. From the outside the graphic is visible. For safety reasons the front windshield and front driver and passenger windows should not have vinyl graphics. Rear windshield and rear windows on passenger and driver side doors can normally have vinyl graphics. However, laws vary by state, so please check with us.

**Q: Is it normal to have some wrinkles or bubbles?**

**A:** Yes, on a full-wrap it is very normal to have an occasional wrinkle or bubble. There are many techniques to eliminate wrinkles and bubbles when wrapping, but even the best vinyl-wrappers can't eliminate all wrinkles on severe concave/rounded surfaces. Normally on flat surfaces, there should not be any wrinkles or bubbles.

**Q: What are some of the great selling points for advertising with Vehicle Wraps?**

**A: Cost** – Benefit in comparison to other forms of advertising impressions - The Traffic Audit Bureau for Media Measurement reports that vehicle wrap advertising can generate 30,000 to 70,000 daily vehicular impressions. With the number of sightings per day, the cost of vehicle wrap advertising is less than a billboard in high traffic areas.

**Impact** – A recent poll shows that: 90% of travelers notice graphics on wrapped vehicles.

75% of consumers form impressions about a company based on the fleet graphics.

30% of consumers base buying decisions on impressions they receive from company vehicles.

**Less regulation** –In most cases you do not need a permit for vehicle wrap advertising, but always check with us about laws in your area.

**You own it!** –Many forms of advertising, like billboards or radio are simply a rented amount of time. Not vehicle wraps, you own the graphic and the vehicle.

**Q: What are the advantages of doing a Vehicle Wrap as opposed to a new paint job?**

**A:** With vehicle wraps your creativity and design possibilities are limitless as opposed to paint. For example, it is very difficult to paint a photograph, but very easy to digitally reproduce a photograph. Paint simply cannot duplicate what is possible with digitally printed vinyl vehicle wraps. Vinyl vehicle wraps are also a great way to protect your original paint underneath. Finally, it is much easier to change your vehicle wrap vinyl graphics than to change a paint job.

**Q: What is the best base color for a vehicle that is going to be wrapped?**

**A:** Most professionals prefer a black vehicle because black helps to hide any areas that don't match the vinyl graphics. Any base color on a vehicle can be wrapped, but black seems to work the best. If you have a base color other than black, try to design your wrap with colors that will compliment your base color.

**Q: Can you wrap primered vehicles?**

**A:** It is critical to test the surface of a primered vehicle before accepting this type of job. Some paint-primered surfaces do not have an acceptable bond to wrapping vinyls and need to be sanded or painted prior to installation.

**Q: Should you use or require clear vinyl overlamine for your vehicle wraps?**

**A:** Absolutely, but with one exception. Clear vinyl overlaminates protect the finished print from scuffing, weather, gasoline, and washing. Some overlaminates also provide fading protection from the sun. Finally, most installers highly prefer to wrap with a vinyl that has been overlaminated because it provides much more strength during the initial wrapping process and during the wrap removal process. The only exception to clear vinyl overlamine would be for perforated window film.

**Q: Will you pay me to drive my car with someone else's advertising?**

**A:** No. Our company designs, prints and wraps vehicles for businesses looking to advertise on their vehicles. We are not a driver - advertiser broker. (i.e. we do not find or run a database of drivers for advertisers or vice versa)

**Q: Do you wrap anything other than vehicles?**

**A:** Yes. We have wrapped store fronts, walls, elevators, motorcycles, golf carts, t-shirt cannons; whatever we can get our hands on!

**Q: Where will my vehicle wrap be installed?**

**A:** Innovative Signs, Inc is headquartered in Waukesha, WI. We have a large interior install warehouse where your vehicle will be kept safe while it is with us.